WHAT IS CLAIMED IS:

1. 1. A method, comprising:

2   receiving a request for data from a requesting system, the requesting

3   system having a corresponding address;

4   selecting one of a plurality of edge servers having the requested data, said

5   selecting being based on the requesting system's address; and

6   causing the requested data to be sent from a selected edge server.

1. 2. The method of claim 1, wherein said selecting an edge server having the

2   requested data based on the requesting system's address comprises

3   looking up the address in a site database having a predetermined list of

4   addresses each corresponding to an edge server that is the nearest

5   streaming server to a requesting system corresponding to a given

6   address, and selecting an edge server corresponding to the address.

1. 3. The method of claim 1, wherein said selecting an edge server having the

2   requested data based on the requesting system's address comprises

3   looking up the address in a site database having a predetermined list of

4   CIDR (Classless Inter-Domain Routing) blocks each corresponding to an

5   edge server that is the nearest streaming server to a requesting system

6   corresponding to a given address, and each CIDR block corresponding to

7   a group of addresses, and selecting an edge server corresponding to the

8   CIDR block in which the address belongs.

1. 4. The method of claim 1, wherein the address comprises an IP (Internet

2   Protocol) address.

1. 5. The method of claim 1, wherein said causing the requested data to be

2   sent from the selected edge server comprises redirecting the requesting

3   system to the selected edge server.

1. 6. The method of claim 1, wherein said request for data comprises a request

2   for media data.

1   7.   The method of claim 6, wherein said request for media data comprises a

2   request for live media data.

1   8.   The method of claim 7 wherein said causing the requested data to be sent

2   from a selected edge server comprises:

3   connecting the selected edge server to an origin server receiving the live

4   media data; and

5   sending the live media data from the origin server to the selected edge

6   server.

1   9.   A method comprising:

2   receiving a request for data from a requesting system, the requesting

3   system having a corresponding address;

4   looking up the address on a site database, the database having

5   predetermined addresses each corresponding to an edge server

6   that is the nearest streaming server to the requesting system

7   corresponding to the address; and

8   if the address exists on the site database, causing the requested data to

9   be sent from the edge server corresponding to the address of the

10   requesting system.

1   10.   The method of claim 9, additionally comprising if the address doesn't exist

2   on the database, causing the requested data to be sent from a

3   deployment server to the requesting system, the deployment server being

4   selected based on a non-address based protocol.

1   11.   The method of claim 9, wherein said causing the requested data to be

2   sent from the selected edge server comprises redirecting the requesting

3   system to the selected edge server.

1 12. The method of claim 11, wherein said redirecting the requesting system to
2   the selected edge server comprises sending location information to the
3   requesting system, the location information comprising the address of the
4   selected edge server and the location of the requested data on the
5   selected edge server.

1 13. The method of claim 9, wherein the predetermined addresses are in CIDR
2   (Classless Inter-Domain Routing) block notation, and each CIDR block
3   corresponds to an edge server that is the nearest streaming server to a
4   requesting system corresponding to each address of the CIDR block.

1 14. A machine-readable medium having stored thereon data representing
2   sequences of instructions, the sequences of instructions which, when
3   executed by a processor, cause the processor to:

4   receive a request for data from a requesting system, the requesting
5   system having a corresponding address;

6   select one of a plurality of edge servers having the requested data, said
7   selecting being based on the requesting system's address; and

8   cause the requested data to be sent from a selected edge server.

1 15. The machine-readable medium of claim 14, wherein the processor selects
2   an edge server having the requested data based on the requesting
3   system's address by looking up the address in a site database having a
4   predetermined list of addresses each corresponding to an edge server
5   that is the nearest streaming server to a requesting system corresponding
6   to a given address, and by selecting an edge server corresponding to the
7   address.

1 16. The machine-readable medium of claim 14, wherein the address
2   comprises an IP (Internet Protocol) address.

1   17.   An apparatus comprising:

2   at least one processor; and

3   a machine-readable medium having instructions encoded thereon, which

4   when executed by the processor, are capable of directing the

5   processor to:

6   receive a request for data from a requesting system, the requesting

7   system having a corresponding address;

8   select one of a plurality of edge servers having the requested data,

9   said selecting being based on the requesting system's

10   address; and

11   cause the requested data to be sent from a selected edge server.

1   18.   The apparatus of claim 17, wherein the processor selects an edge server

2   having the requested data based on the requesting system's address by

3   looking up the address in a site database having a predetermined list of

4   addresses each corresponding to an edge server that is the nearest

5   streaming server to a requesting system corresponding to a given

6   address, and by selecting an edge server corresponding to the address.

1   19.   The apparatus of claim 17, wherein the processor selects an edge server

2   having the requested data based on the requesting system's address by

3   looking up the address in a site database having a predetermined list of

4   CIDR (Classless Inter-Domain Routing) blocks each corresponding to an

5   edge server that is the nearest streaming server to a requesting system

6   corresponding to a given address, and each CIDR block corresponding to

7   a group of addresses, and by selecting an edge server corresponding to

8   the CIDR block in which the address belongs.

1 20.   The apparatus of claim 17, wherein the address comprises an IP (Internet

2   Protocol) address.

1 21.   An apparatus comprising:

2   means for receiving a request for data from a requesting system, the

3   requesting system having a corresponding address;

4   means for selecting one of a plurality of edge servers having the

5   requested data, said selecting being based on the requesting

6   system's address; and

7   means for causing the requested data to be sent from a selected edge

8   server.

1 22.   The apparatus of claim 21, wherein said means for selecting an edge

2   server having the requested data based on the requesting system's

3   address comprises means for looking up the address in a site database

4   having a predetermined list of addresses each corresponding to an edge

5   server that is the nearest streaming server to a requesting system

6   corresponding to a given address, and means for selecting an edge server

7   corresponding to the address.

1 23.   The apparatus of claim 21, wherein the address comprises an IP (Internet

2   Protocol) address.

1 24.   An apparatus comprising:

2   a site database having predetermined addresses each corresponding to

3   an edge server that is the nearest edge server to a requesting

4   system corresponding to a given address; and

5   a redirection server coupled to the site database to:

6   lookup an address on the site database, the address corresponding

7   to a requesting system from which a request for data is

8   received; and

9   cause requested data to be sent from an edge server

10   corresponding to an address of a requesting system.

1 25. The apparatus of claim 24, wherein the predetermined addresses are in

2   CIDR (Classless Inter-Domain Routing) block notation, and each CIDR

3   block corresponds to an edge server that is the nearest streaming server

4   to a requesting system corresponding to addresses of a given CIDR block.

1 26. The apparatus of claim 24, wherein the address comprises an IP (Internet

2   Protocol) address.

1 27. A system comprising:

2 a requesting system to request data, the requesting system having a

3   corresponding address;

4 an operations center coupled to the requesting system to handle requests

5   from the requesting system, the operations center having:

6   a site database having a predetermined a list of addresses each

7   corresponding to an edge server that is the nearest edge

8   server to a requesting system corresponding to a given

9   address; and

10   a redirection module to cause requested data to be sent from an

11   edge server corresponding to the requesting system's

12   address to the requesting system; and

13 one or more edger servers to send data to the requesting system.

1   28.   The system of claim 27, wherein said requesting system comprises a
2   viewer, and said redirection module causes requested data to be sent
3   from an edge server to a requesting system comprises initiating a dialog
4   session between the viewer and the edge server.

1   29.   The system of claim 27, wherein the address comprises an IP (Internet
2   Protocol) address.